

REP HEADLINE# 6162037 TRF# E:120614 REP: 121# 703-516-9399 FAX# 703-516-9680  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG31/12 16.02  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # OFF. # SALESMAN #  
 ACT # AGY. NAME SECP MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200 SALES PRSN WA- MEGHAN MCGARR (H)  
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6162037 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#131 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG31/12 16.02

REP: \*\*ORDER CANCELED\*\*  
 ALL LN'S ZERO'D OUT  
 NEW TTL \$0  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 VERN BUCHANAN FOR CONGRESS

*Handwritten initials*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 23  
 AGENCY PRODUCT CODE = 48  
 AGENCY EST# = 131

1	S		100P-200P	30		\$200.00	9/18	9/21	0		TU-F	0
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PROGRAM : DAYS OF OUR LIVES  
 RA35+ : 1.1  
 CON COM1 : DAYS OF OUR LIVES

2	S		1000A-1100A	30		\$80.00	9/18	9/21	0		TU-F	0
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PROGRAM : DAYTIME  
 RA35+ : 1.8  
 CON COM1 : DAYTIME

9/5/12 REC (CS)

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG31/12 16.02  
\*\*\*CHANGES\*\*\*  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1 : TONIGHT SHOW	30		\$325.00	9/18	9/21	0		TU-F	0
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1 : NEWS	30		\$80.00	9/18	9/21	0		TU-F	0
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1 : TODAY 3	30		\$100.00	9/18	9/21	0		TU-F	0
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1 : RACHEL RAY	30		\$125.00	9/18	9/21	0		TU-F	0
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1 : DOCTORS	30		\$225.00	9/18	9/21	0		TU-F	0
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1 : DR. OZ	30		\$300.00	9/18	9/21	0		TU-F	0
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1 : NEWS	30		\$450.00	9/18	9/21	0		TU-F	0
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1 : NEWS	30		\$450.00	9/18	9/21	0		TU-F	0



FROM REP AUG31/12 16.02  
\*\*CHANGES\*\* \*\* WFLA-TV \*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S		1200N-100P	30		\$75.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 0.8 CON COM1 :												
20	S		600P-630P	30		\$350.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 3.6 CON COM1 : NEWS												
21	S		700P-800P	30		\$325.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 3.6 CON COM1 : ET												
22	S		700A-900A	30		\$250.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 2.0 CON COM1 : SA TODAY												
23	S		900A-1000A	30		\$150.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 2.1 CON COM1 :												
24	S		1200N-100P	30		\$75.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 0.5 CON COM1 :												
25	S		600P-630P	30		\$375.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 3.6 CON COM1 : NEWS												
26	S		800A-900A	30		\$250.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 1.8 CON COM1 : SU TODAY												

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG31/12 16.02  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		330P-1100P	30		\$6,000.00	9/23	9/23	0		SUN	0
PROGRAM : NFL RA35+ : 11.6 CON COM1 : NFL												
28	S		600A-1000A	30		\$150.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 1.8 CON COM1 :												
29	S		1100P-1130P	30		\$625.00	9/18	9/23	0		TU-SU	0
PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1 : LATE NEWS												
30	S		100P-200P	30		\$200.00	9/24	9/24	0		MON	0
PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1 : DAYS OF OUR LIVES												
31	S		1000A-1100A	30		\$80.00	9/24	9/24	0		MON	0
PROGRAM : DAYTIME RA35+ : 1.8 CON COM1 : DAYTIME												
32	S		1130P-1230A	30		\$325.00	9/24	9/24	0		MON	0
PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1 : TONIGHT SHOW												
33	S		1100A-1200N	30		\$80.00	9/24	9/24	0		MON	0
PROGRAM : NEWS RA35+ : 0.4 CON COM1 : NEWS												
34	S		1200N-100P	30		\$100.00	9/24	9/24	0		MON	0
PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1 : TODAY 3												



REP HEADLINE# 010103 / TRF# E:120014  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG31/12 16.02  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43		S	700A-900A	30		\$450.00	9/24	9/24	0		MON	0
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44		S	730P-800P	30		\$500.00	9/24	9/24	0		MON	0
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45		S	900A-1000A	30		\$275.00	9/24	9/24	0		MON	0
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW2												
46		S	1100P-1130P	30		\$625.00	9/24	9/24	0		MON	0
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												

SEP/12 \$ .00

CONTRACT TOTAL \$ .00  
 TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI BOOKS- MAY/08 NOV/07  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Srcp Media**  
201 North Union Street  
Suite 200  
Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
Submission Number 758 Issue 3



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 0	<b>Campaign Ref:</b> E:120614012
<b>Buyer:</b> .....	<b>Client/Product/Estimate:</b> 23 /48 /131	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162037
<b>Est/PO Number:</b> 06162037	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Vern Buchanan 4 Cong	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/17	09/24	Total	Cost
2	M-F 10a Daytime TWTF..	06		30 Comme	Nbr of Spots Closed PR	8		8	
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30 Comme	Nbr of Spots Closed PR	1		1	
4	M-F 11a News TWTF..	06		30 Comme	Nbr of Spots Closed PR	8		8	
12	M-F 6a News TWTF..	06		30 Comme	Nbr of Spots Closed PR	2		2	
13	M-F 7p Entertainment Tonight TWTF..	06		30 Comme	Nbr of Spots Closed PR	4		4	
15	M-F 730p Extra TWTF..	06		30 Comme	Nbr of Spots Closed PR	4		4	
31	M-F 10a Daytime M....	06		30 Comme	Nbr of Spots Closed PR	2		2	
32	M-F 1135p ET / 1035p CT Tonight	06		30	Nbr of Spots				
<b>Weekly Totals: Total Spots(Ord Spots)</b>						27	7	34	
Closed PR									



**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 758 Issue 3



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601  
**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 0	<b>Campaign Ref:</b> E:120614012
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 23 /48 /131	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162037
<b>Est/PO Number:</b> 06162037	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
33	M-F 11a News M.....	06		30 Comme		2	2	
42	M-F 7p Entertainment Tonight M.....	06		30 Comme		1	1	
44	M-F 730p Extra M.....	06		30 Comme		1	1	
<b>Weekly Totals:</b> Total Spots(Ord Spots)					27	7	34	
Closed PR								

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 10a Daytime	:30 Commercial	09/17/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614012
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/17/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614012
4	M-F 11a News	:30 Commercial	09/17/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614012
12	M-F 6a News	:30 Commercial	09/17/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120614012
13	M-F 7p Entertainment Tonight	:30 Commercial	09/17/12	Closed Pre Emption	0.00	09/18, 09/24	0000167914	E:120614012
15	M-F 730p Extra	:30 Commercial	09/17/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120614012
31	M-F 10a Daytime	:30 Commercial	09/24/12	Closed Pre Emption	160.00	No Makegood / Credit	0000000000	E:120614012
32	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614012
33	M-F 11a News	:30 Commercial	09/24/12	Closed Pre Emption	160.00	No Makegood / Credit	0000000000	E:120614012
42	M-F 7p Entertainment Tonight	:30 Commercial	09/24/12	Closed Pre Emption	0.00	09/18, 09/24	0000167914	E:120614012

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
44	M-F 730p Extra	:30 Commercial	09/24/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120614012

Grand Totals

Totals		Month 9 Weeks: 5	
		09/17	09/24
Spots		0	0
Cost		0	0

Grand Totals:

Spots:	0
Gross Total:	0.00
Commission:	0.00
Net Total:	0.00

ADV # \_\_\_\_\_ ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200 SALES PRSN WA- MEGHAN MCGARR (H)  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6162037 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#131 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAY31/12 12.17

REP: NEW ORDER  
 TTL \$54,775 @155X  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 VERN BUCHANAN FOR CONGRESS

444: \$305  
 8/2/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 23  
 AGENCY PRODUCT CODE = 48  
 AGENCY EST# = 131

1			100P-200P	30		\$200.00	9/18	9/21	4		TU-F	4
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PROGRAM : DAYS OF OUR LIVES  
 RA35+ : 1.1  
 CON COM1: DAYS OF OUR LIVES

2			1000A-1100A	30		\$80.00	9/18	9/21	8		TU-F	8
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PROGRAM : DAYTIME  
 RA35+ : 1.8  
 CON COM1: DAYTIME

MAY 31/12 12.1  
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/18	9/21	8		TU-F	8
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/18	9/21	8		TU-F	8
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/18	9/21	8		TU-F	8
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/18	9/21	8		TU-F	8
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/18	9/21	8		TU-F	8
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	9/18	9/21	8		TU-F	8
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/18	9/21	4		TU-F	4
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/18	9/21	4		TU-F	4

REP HEADLINE# 0112037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P	30		\$600.00	9/18	9/21	4		TU-F	4
PROGRAM : NEWS												
RA35+ : 5.3												
CON COM1: NEWS												
12			600A-700A	30		\$325.00	9/18	9/21	8		TU-F	8
PROGRAM : AM NEWS												
RA35+ : 1.8												
CON COM1: AM NEWS												
13			700P-730P	30		\$500.00	9/18	9/21	4		TU-F	4
PROGRAM : ET												
RA35+ : 4.2												
CON COM1: ET												
14			700A-900A	30		\$450.00	9/18	9/21	8		TU-F	8
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
15			730P-800P	30		\$500.00	9/18	9/21	4		TU-F	4
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
16			900A-1000A	30		\$275.00	9/18	9/21	8		TU-F	8
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
17			800P-900P	30		\$4,500.00	9/24	9/24	1		MON	1
PROGRAM : AGT												
RA35+ : 8.6												
CON COM1: AGT												
18			1130P-100A	30		\$600.00	9/22	9/22	1		SAT	1
PROGRAM : SNL												
RA35+ : 3.1												
CON COM1: SNL												

AGT *PROVIDA VITE*

REP HEADLINE# 6162037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	9/22	9/22	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1: -												
20			600P-630P	30		\$350.00	9/22	9/22	1		SAT	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
21			700P-800P	30		\$325.00	9/22	9/22	1		SAT	1
PROGRAM : ET RA35+ : 3.6 CON COM1: ET												
22			700A-900A	30		\$250.00	9/22	9/22	2		SAT	2
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1: SA TODAY												
23			900A-1000A	30		\$150.00	9/22	9/22	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1: -												
24			1200N-100P	30		\$75.00	9/23	9/23	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1: -												
25			600P-630P	30		\$375.00	9/23	9/23	1		SUN	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
26			800A-900A	30		\$250.00	9/23	9/23	2		SUN	2
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1: SU TODAY												

1  
M44

REP HEADLINE# 6167037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9339 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P	30		\$6,000.00	9/23	9/23	1		SUN	1
	PROGRAM :		NFL									
	RA35+ :		11.6									
	CON COM1 :		NFL									
28			900A-1000A	30		\$150.00	9/23	9/23	2		SUN	2
	PROGRAM :											
	RA35+ :		1.8									
	CON COM1 :											
29			1100P-1130P	30		\$625.00	9/18	9/23	6		TU-SU	6
	PROGRAM :		LATE NEWS									
	RA35+ :		3.0									
	CON COM1 :		LATE NEWS									
30			100P-200P	30		\$200.00	9/24	9/24	1		MON	1
	PROGRAM :		DAYS OF OUR LIVES									
	RA35+ :		1.1									
	CON COM1 :		DAYS OF OUR LIVES									
31			1000A-1100A	30		\$80.00	9/24	9/24	2		MON	2
	PROGRAM :		DAYTIME									
	RA35+ :		1.8									
	CON COM1 :		DAYTIME									
32			1130P-1230A	30		\$325.00	9/24	9/24	2		MON	2
	PROGRAM :		TONIGHT SHOW									
	RA35+ :		2.0									
	CON COM1 :		TONIGHT SHOW									
33			1100A-1200N	30		\$80.00	9/24	9/24	2		MON	2
	PROGRAM :		NEWS									
	RA35+ :		0.4									
	CON COM1 :		NEWS									
34			1200N-100P	30		\$100.00	9/24	9/24	2		MON	2
	PROGRAM :		TODAY 3									
	RA35+ :		0.5									
	CON COM1 :		TODAY 3									

1X SUN-M after football

REP HEADLINE# 6162037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/24	9/24	2		MON	2
36			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/24	9/24	2		MON	2
37			400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	9/24	9/24	2		MON	2
38			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/24	9/24	1		MON	1
39			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/24	9/24	1		MON	1
40			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/24	9/24	1		MON	1
41			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/24	9/24	2		MON	2
42			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/24	9/24	1		MON	1



REP HEADLINE# 6102037  
 \*\*\* ORIGINAL REV#0 \*\*\*

FTT: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43			700A-900A	30		\$450.00	9/24	9/24	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44			730P-800P	30		\$500.00	9/24	9/24	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45			900A-1000A	30		\$275.00	9/24	9/24	2		MON	2
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW2												
46			1100P-1130P	30		\$625.00	9/24	9/24	1		MON	1
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												
SEP/12			54775.00									
											CONTRACT TOTAL	54775.00
											TOTAL SPOTS	155

MARKET TOTALS \$288,289 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07  
 DEMOS- RA35+\*

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b>	54450	<b>Campaign Ref:</b>	E:120614012
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	23 / 48 / 131	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/17/12 to 09/30/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06162037
<b>Est./PO Number:</b>	06162037	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
				<b>Business Category:</b>	Transactional

<b>Product:</b>	Vern Buchanan 4 Cong	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL	54450
<b>Demographic:</b>	(L) Household	<b>Order:</b>				

Ref	Sales Product Details	Rate	Spot Type		09/17	09/24	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	200	30 Comme	Nbr of Spots	4		4	800
2	M-F 10a Daytime .TWTF..	80	30 Comme	Nbr of Spots	8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	325	30 Comme	Nbr of Spots	8		8	2600
4	M-F 11a News .TWTF..	80	30 Comme	Nbr of Spots	8		8	640
5	M-F 12p Today Show III .TWTF..	100	30 Comme	Nbr of Spots	8		8	800
6	M-F 2p Rachael Ray .TWTF..	125	30 Comme	Nbr of Spots	8		8	1000
7	M-F 3p Doctors .TWTF..	225	30 Comme	Nbr of Spots	8		8	1800
8	M-F 4p Dr Oz	300	30 Comme	Nbr of Spots	8		8	2400
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	128	28	154	

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

**Client:** Vern Buchanan/ R/ Congress/  
**Buyer:** FL  
**Schedule Dates:** 09/17/12 to 09/30/12  
**Est/PO Number:** 06162037

**Submission Cost:** 54450  
**Client/Product/Estimate:** 23 / 48 / 131  
**Weeks:** 2  
**Contract type:** Political

**Campaign Ref:** E:120614012  
**Sales Rep:** HRP Washington, DC  
**Order Ref:** 06162037  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
9	M-F 5p News .TWTF..	450	30 Comme	Nbr of Spots	4	4	1800
10	M-F 530p News .TWTF..	450	30 Comme	Nbr of Spots	4	4	1800
11	M-F 6p News .TWTF..	600	30 Comme	Nbr of Spots	4	4	2400
12	M-F 6a News .TWTF..	325	30 Comme	Nbr of Spots	8	8	2600
13	M-F 7p Entertainment Tonight .TWTF..	500	30 Comme	Nbr of Spots	4	4	2000
14	M-F 7a Today Show .TWTF..	450	30 Comme	Nbr of Spots	8	8	3600
15	M-F 730p Extra .TWTF..	500	30 Comme	Nbr of Spots	4	4	2000
16	M-F 9a Today Show II .TWTF..	275	30 Comme	Nbr of Spots	8	8	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme	Nbr of Spots	1	1	4500
18	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	600	30 Comme	Nbr of Spots	1	1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>				126	28	154	

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 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> \$4450	<b>Campaign Ref:</b> E 120614012
<b>Buyer:</b> ...	<b>Client/Product/Estimate:</b> 23 / 48 / 131	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162037
<b>Est./PO Number:</b> 06162037	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
19	Sat 12p News .....S.	75	30 Comme	Nbr of Spots	2	2	150
20	Sat 6p News .....S.	350	30 Comme	Nbr of Spots	1	1	350
21	Sat 7a Today Show .....S.	250	30 Comme	Nbr of Spots	2	2	500
22	Sat 9a News .....S.	160	30 Comme	Nbr of Spots	2	2	300
23	Sun 12p News .....S.	75	30 Comme	Nbr of Spots	2	2	150
24	Sun 6p News .....S.	375	30 Comme	Nbr of Spots	1	1	375
25	Sun 8a Today Show .....S.	250	30 Comme	Nbr of Spots	2	2	500
26	Sun 815p ET / 715p CT NBC Sunday Night Football .....S.	6000	30 Comme	Nbr of Spots	1	1	6000
27	Sun 9a News .....S.	150	30 Comme	Nbr of Spots	2	2	300
28	M-Su 11p News .TWTFS.	625	30 Comme	Nbr of Spots	5	5	3125
<b>Weekly Totals:</b> Total Spots(Ord Spots)				126	28	154	

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 54450	<b>Campaign Ref:</b> E:120614012
<b>Buyer:</b> FL	<b>Client/Product/Estimate:</b> 23 / 48 / 131	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162037
<b>Est./PO Number:</b> 06162037	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	09/17	09/24	Total	Cost
29	M-Su Late News Late Run .....S	625	30 Comme	Nbr of Spots	1		1	625
30	M-F 1p Days Of Our Lives M.....	200	30 Comme	Nbr of Spots		1	1	200
31	M-F 10a Daytime M.....	80	30 Comme	Nbr of Spots		2	2	160
32	M-F 1135p ET / 1035p CT Tonight Show M.....	325	30 Comme	Nbr of Spots		2	2	650
33	M-F 11a News M.....	80	30 Comme	Nbr of Spots		2	2	160
34	M-F 12p Today Show III M.....	100	30 Comme	Nbr of Spots		2	2	200
35	M-F 2p Rachael Ray M.....	125	30 Comme	Nbr of Spots		2	2	250
36	M-F 3p Doctors M.....	225	30 Comme	Nbr of Spots		2	2	450
37	M-F 4p Dr Oz M.....	300	30 Comme	Nbr of Spots		2	2	600
38	M-F 5p News M.....	450	30 Comme	Nbr of Spots		1	1	450
39	M-F 530p News	450	30	Nbr of Spots		1	1	450
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	126	28	154	

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

**Client:** Vern Buchanan/ R/ Congress/  
**Buyer:** FL  
**Schedule Dates:** 09/17/12 to 09/30/12  
**Est/PO Number:** 06162037

**Submission Cost:** 54450  
**Client/Product/Estimate:** 23 / 48 / 131  
**Weeks:** 2  
**Contract type:** Political

**Campaign Ref:** E:120614012  
**Sales Rep:** HRP Washington, DC  
**Order Ref:** 06162037  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
40	M-F 6p News M.....	600	30 Comme	Nbr of Spots	1	1	600
41	M-F 6a News M.....	325	30 Comme	Nbr of Spots	2	2	650
42	M-F 7p Entertainment Tonight M.....	500	30 Comme	Nbr of Spots	1	1	500
43	M-F 7a Today Show M.....	450	30 Comme	Nbr of Spots	2	2	900
44	M-F 730p Extra M.....	500	30 Comme	Nbr of Spots	1	1	500
45	M-F 9a Today Show II M.....	275	30 Comme	Nbr of Spots	2	2	550
46	M-Su 11p News M.....	625	30 Comme	Nbr of Spots	1	1	625
<b>Weekly Totals: Total Spots(Ord Spots)</b>				126	28	154	

**Grand Totals**

Totals	09/17	Month 9 Weeks: 5	09/24
Spots	154	126	28
Cost	54450	42055	12395

Grand Totals:

<u>Spots:</u>		154
<u>Gross Total:</u>		54,450.00
<u>Commission:</u>		8,167.50
<u>Net Total:</u>		46,282.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21861  
Srcp Media  
201 North Union Street  
Suite 200  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Vern Buchanan/ R/ Congress/  
PROD: Vern Buchanan 4 Cong

2012  
INVOICE DATE: 09/30/12  
ORDER TYPE: Political  
WFLA I SS  
E: 120614012  
WFLA  
INVOICE NUMBER: 0100032733  
PAGE: 1  
BROADCAST MONTH: 08/27/2012 - 09/30/12  
SCHEDULE DATES: 9/17/12- 9/30/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 23 /48 /131  
Desc: 06162037

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 10a Daytime	80.00	2	8	9/18	TU		30	*WFLA :30 Commercial	.00	Preempted	80.00-
				9/18	TU		30		.00	Preempted	80.00-
				9/19	WE		30		.00	Preempted	80.00-
				9/19	WE		30		.00	Preempted	80.00-
				9/20	TH		30		.00	Preempted	80.00-
				9/20	TH		30		.00	Preempted	80.00-
				9/21	FR		30		.00	Preempted	80.00-
				9/21	FR		30		.00	Preempted	80.00-
M-F 1135p ET / 1035p CT Tonight	325.00	3	1	9/20	TH		30	*WFLA :30 Commercial	.00	Preempted	325.00-
M-F 11a News	80.00	4	8	9/18	TU		30	*WFLA :30 Commercial	.00	Preempted	80.00-
				9/18	TU		30		.00	Preempted	80.00-
				9/19	WE		30		.00	Preempted	80.00-
				9/19	WE		30		.00	Preempted	80.00-
				9/20	TH		30		.00	Preempted	80.00-
				9/20	TH		30		.00	Preempted	80.00-
				9/21	FR		30		.00	Preempted	80.00-
				9/21	FR		30		.00	Preempted	80.00-
M-F 6a News	325.00	12	2	9/18	TU		30	*WFLA :30 Commercial	.00	Preempted	325.00-
				9/21	FR		30		.00	Preempted	325.00-
M-F 7p Entertainment Tonight	500.00	13	4	9/18	TU		30	*WFLA :30 Commercial	.00	Preempt	.00-
				9/19	WE		30		.00	Program Change	.00-
				9/19	WE		30		.00	Preempt	.00-

\*\*\* Continued \*\*\*

PERIOD COST 5,400.00

0 Total Units  
ACTUAL GROSS BILLING .00  
AGENCY COMMISSION .00  
NET DUE .00

Debits .00  
Credits 5,400.00-  
SUB-TOTALS 5,400.00CR  
TOTAL RECONCILING

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Vern Buchanan/ R/ Congress/  
PRODUCT: Vern Buchanan 4 Cong

INVOICE NUMBER: 0100032733  
BROADCAST MONTH: 08/27/2012 - 09/30/12

AMOUNT DUE  
.00

REMIT TO:

\*00239

000021861  
Srcp Media  
201 North Union Street  
Suite 200  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021861 00000100032733 000000000 0





# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21861  
Srcp Media  
201 North Union Street  
Suite 200  
ALEXANDRIA VA 22314

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Vern Buchanan/ R/ Congress/  
PROD: Vern Buchanan 4 Cong

2012  
INVOICE DATE: 09/30/12  
ORDER TYPE: Political  
WFLA I SS  
E:120614012  
WFLA  
INVOICE NUMBER: 0100032733  
PAGE: 2  
BROADCAST MONTH: 08/27/2012 - 09/3  
SCHEDULE DATES: 9/17/12- 9/30/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 23 /48 /131  
Desc: 06162037

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION	REMARKS	DEBIT/CREDIT
				9/20	TH		30		.00	Program Change		
				9/21	FR		30		.00	Preempt		.00-
M-F 730p Extra	500.00	15	4	9/18	TU		30	*WFLA :30 Commercial	.00	Preempted		500.00-
				9/19	WE		30		.00	Preempted		500.00-
				9/20	TH		30		.00	Preempted		500.00-
				9/21	FR		30		.00	Preempted		500.00-
M-F 10a Oaytime	80.00	31	2	9/24	MO		30	*WFLA :30 Commercial	.00	Preempted		80.00-
				9/24	MO		30		.00	Preempted		80.00-
M-F 1135p ET / 1035p CT Tonight	325.00	32	1	9/24	MO		30	*WFLA :30 Commercial	.00	Preempted		325.00-
M-F 11a News	80.00	33	2	9/24	MO		30	*WFLA :30 Commercial	.00	Preempted		80.00-
				9/24	MO		30		.00	Preempted		80.00-
M-F 7p Entertainment Tonight	500.00	42	1	9/24	MO		30	*WFLA :30 Commercial	.00	Preempt		.00-
										Program Change		
M-F 730p Extra	500.00	44	1	9/24	MO		30	*WFLA :30 Commercial	.00	Preempted		500.00-
Total Airtime Net Spot Revenue:							.00					

PERIOD COST 5,400.00

0 Total Units		Debits .00	
ACTUAL GROSS BILLING	.00	SUB-TOTALS	Credits 5,400.00-
AGENCY COMMISSION	.00	TOTAL RECONCILING	5,400.00CR
NET DUE	.00		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.